

# Maximize Value

## Case Study: Max PVN Delivers Savings to International News Agency

*Net2Phone provides the Ihlas News Agency with a scalable VoIP solution to reduce their telecommunication costs*

### **Our Partner**

With a staff of 700 employees in 27 countries, the Ihlas News Agency (IHA) transmits news to television and radio networks, newspapers and Internet Service Providers (ISPs) all over the world. Headquartered in Istanbul, IHA serves such media outlets as CNN and Fox News and has been awarded the American Quality Association (AQA) ISO 9001 Quality Certificate.



### **The Challenge**

Each day, IHA averages more than 2,000 calls and 8,000 minutes of voice traffic between their 123 worldwide offices. To help reduce expenses, IHA searched for a way to save on calls between these offices and to clients and reporters all over the world.

In addition to enabling savings on both on-net and off-net calls, IHA required a solution that was:

- **Flexible**, and easily integrated in various sized offices, with and without PBX systems
- **Scalable**, allowing IHA to quickly and easily expand their savings to additional offices throughout the world

In their search for savings, IHA had tested a number of VoIP solutions, none of which met their requirements.

### **The Max PVN Solution**

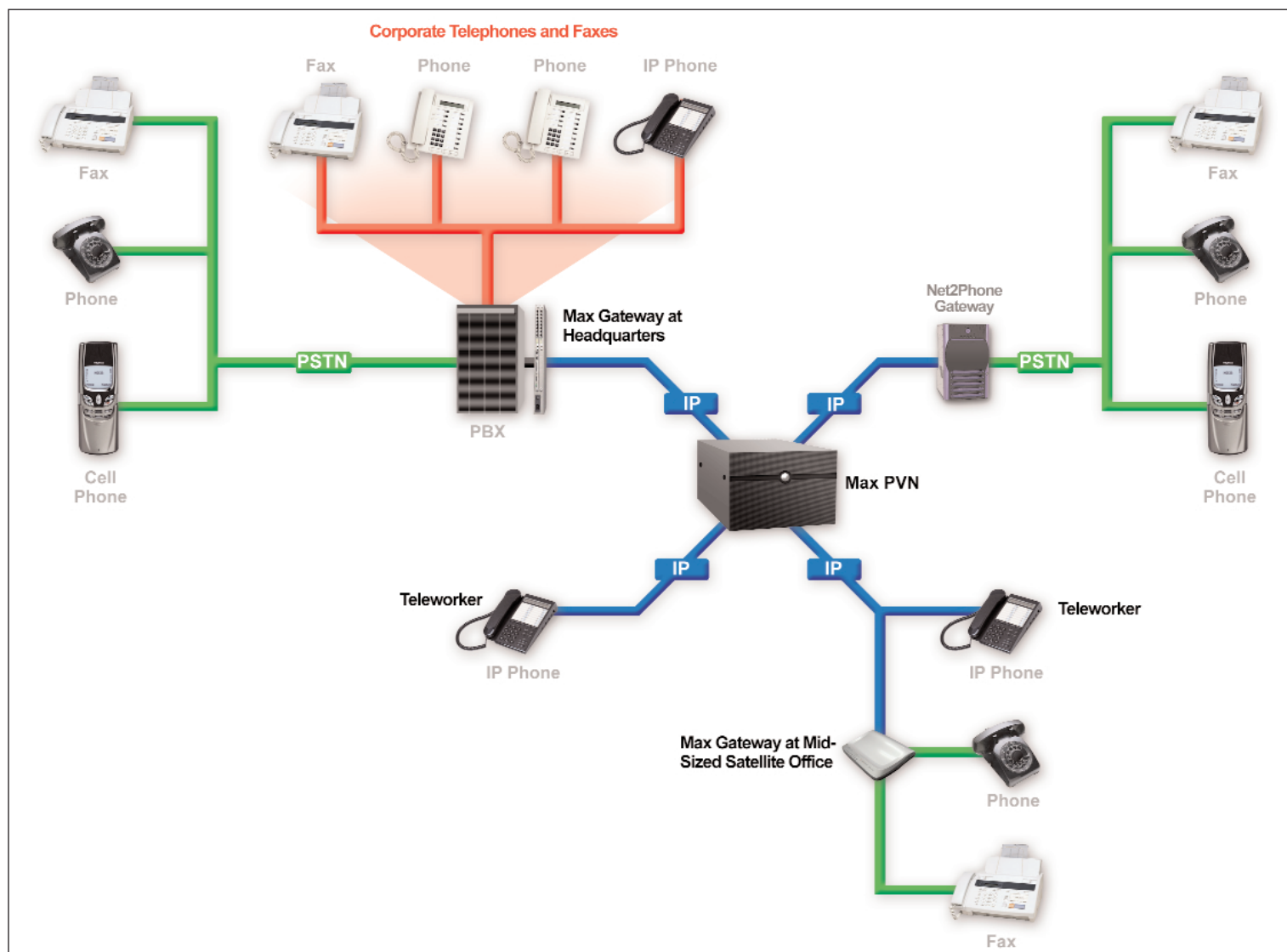
IHA then implemented the Max PVN (Private Voice Network), which enables companies to make free VoIP calls within their network, plus low-cost long distance calls to any phone in the world. The Max PVN includes:

- **Max PVN software**, which is installed at the headquarters location and supports up to 150 simultaneous calls and 1500 maximum extensions.
- **Max hardware**, which is placed at each location on the Max PVN network. Hardware solutions range from a single-user IP telephone to the Max gateway series, supporting larger, multi-user environments.

The Max PVN costs a fraction of other multi-port communication products and delivers a quick and measurable return on investment.

**"In some cases, the voice quality is far better than the standard PSTN."**

**-Ayhan Eren, IT Manager of IHA**



## **The Initial Deployment**

IHA began by installing the Max PVN25 software at their Istanbul headquarters with a combination of single-user IP phones and multi-user Max gateways in 37 of their offices throughout Turkey. Within two months, approximately 60% of their in-country calls were being made via the Max PVN, resulting in a 25% savings on their communication costs.

## **Plans for Expansion**

According to Mr. Ibrahim Pazan (CTO), IHA quickly decided to expand their Max PVN network as a result of the cost-savings and "based on the positive feedback from our reporters all around Turkey". Mr. Ayhan Eren (IT Manager) concurred. "In some cases, the voice quality is far better than the standard PSTN, specifically in the smaller cities and hard to reach areas," according to Mr. Eren. And, the ease of implementation has allowed IHA to quickly add new offices to the network, contributing to a fast return on investment. "After the initial training, our own IT personnel were able to do installations," reported Mr. Eren.

IHA is upgrading to the Max PVN150 and adding 45 more offices throughout Turkey in Phase II of the implementation, which is currently underway. Phase III calls for IHA to add 26 of their international offices to their Max PVN network, including locations in Europe, Asia and North America.

***For more information and to see how much you can save by implementing the Max PVN, please visit us at [www.net2phone.com/maxpvn](http://www.net2phone.com/maxpvn)***

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